

Revision	Issue date	Summary of key changes
2.2	30.10.2019	ADDED FFL TO 04. ADDED CAP SIZE TO 16B&C. CHANGED THE CAP SIZE ON THE CC BAY SIGNS (MULTIPLE). ADDED DEPTHS FOR 04&11.
2.1	23.10.2019	UPDATED THE LIGHTING DETAILS FOR THE FASCIA BAND SIGNS. ADDED MISSING FFL AND MATERIALS
2.0	16.10.2019	AD CONSENT
1.2	30.09.2019	ADDED AGREED OPTION FOR LIGHTING FASCIA SIGNS - PAGE 11
1.1	28.08.2019	UPDATED BASED ON PENTAGRAM'S FEEDBACK. 05 CHANGED TO A REMOVAL. 22,24,25 SMALL TEXT UPDATED. 26 CENTERED TEXT, ADDED DEMISE
1.0	27.06.2019	ISSUED FOR APPROVAL

John Lewis, WELWYN

Project B sign scheme

WE-0037-01

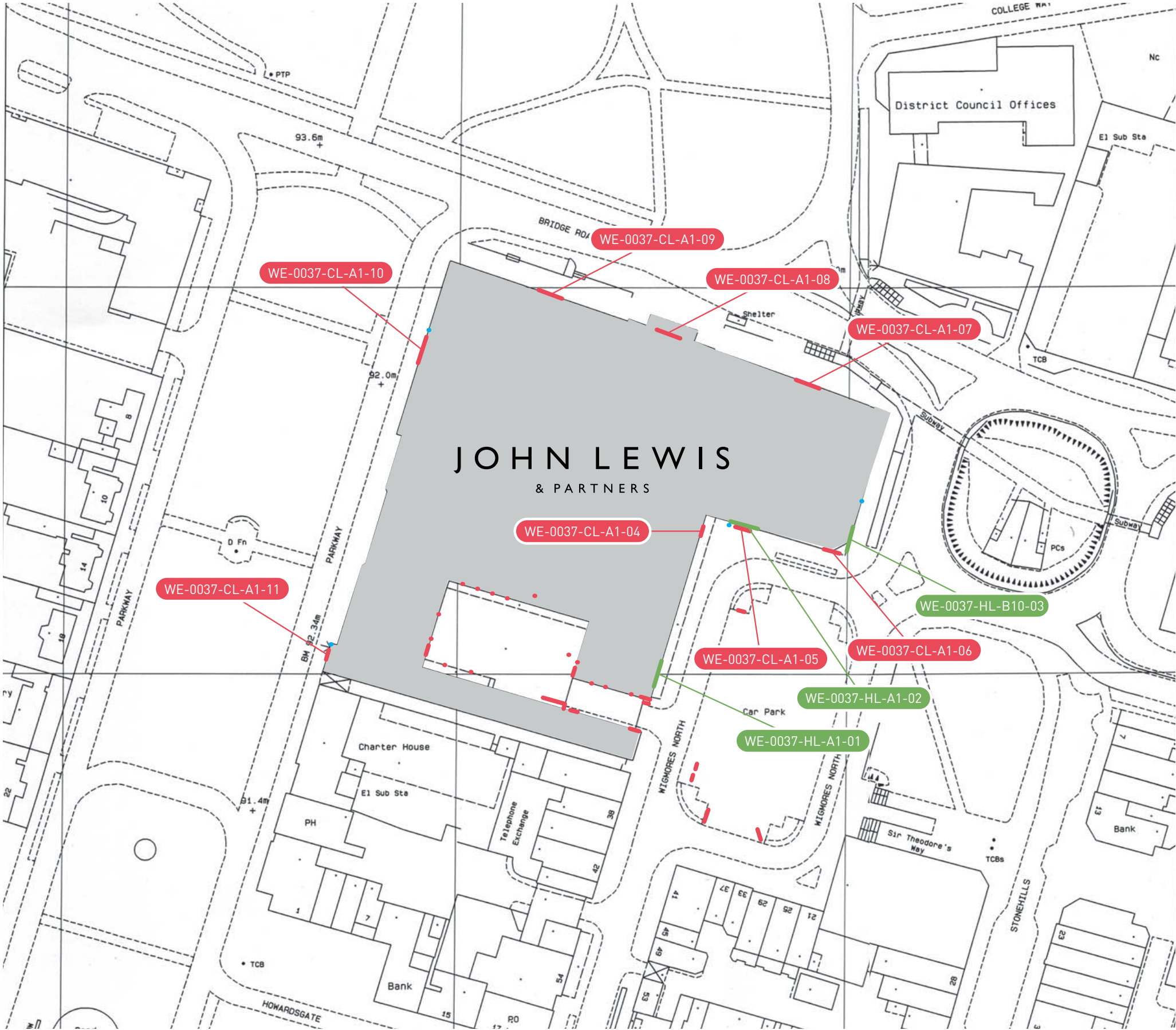
- All dimensions in this document are in mm unless stated otherwise.

This signage scheme has been developed to serve the following core aims:

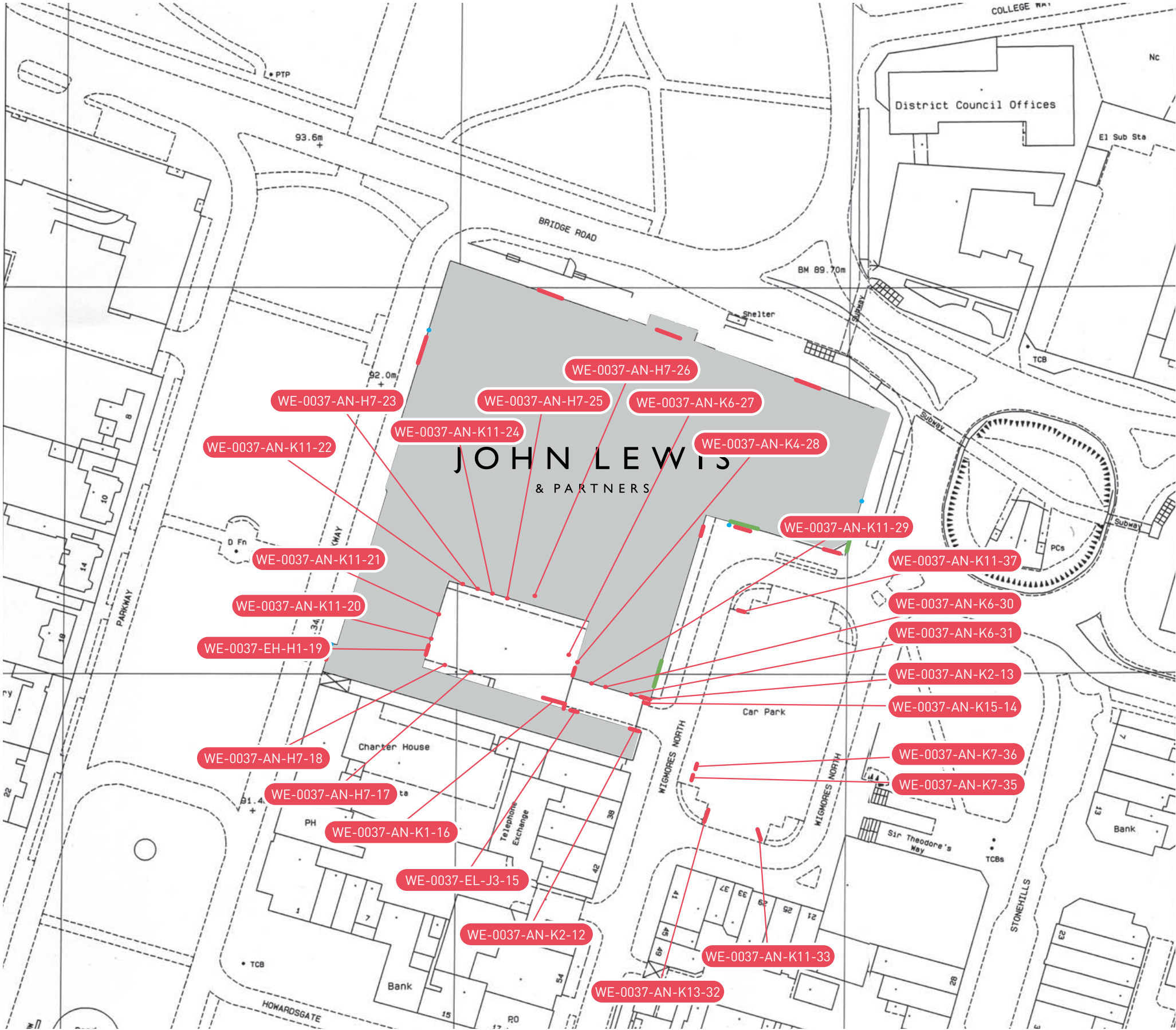
- Introduce the new identity onto the John Lewis store, replacing the old identity
- Address any changes to the streetscape and sightlines that may have rendered exisiting sign locations irrelevant or require the addition of new signs
- Be sensitive to the architecture and local context
- Be simple, refined and of the highest quality
- Have considered, sensitive interfaces with the building.











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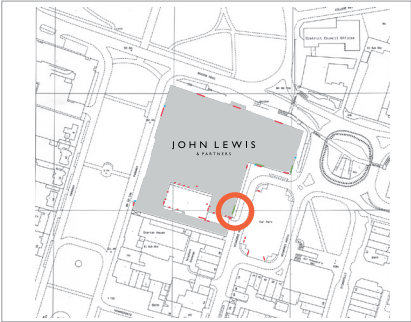
Client: John Lewis  
Project: Project B  
Document: External sign scheme - WELWYN

Revision: 2.2  
Date: 30.10.2019  
Reference: WE-0037-01

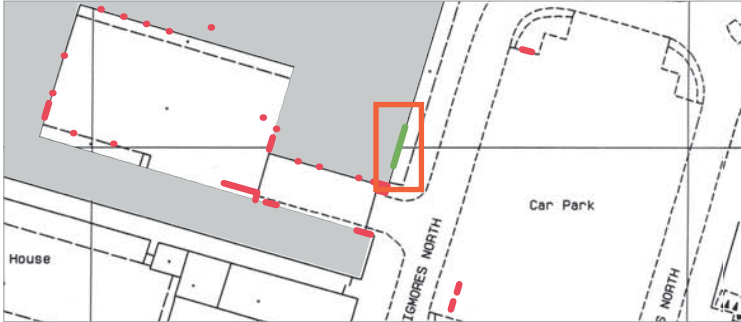
SIGN LOCATION PLAN ANCILLARY



Plan



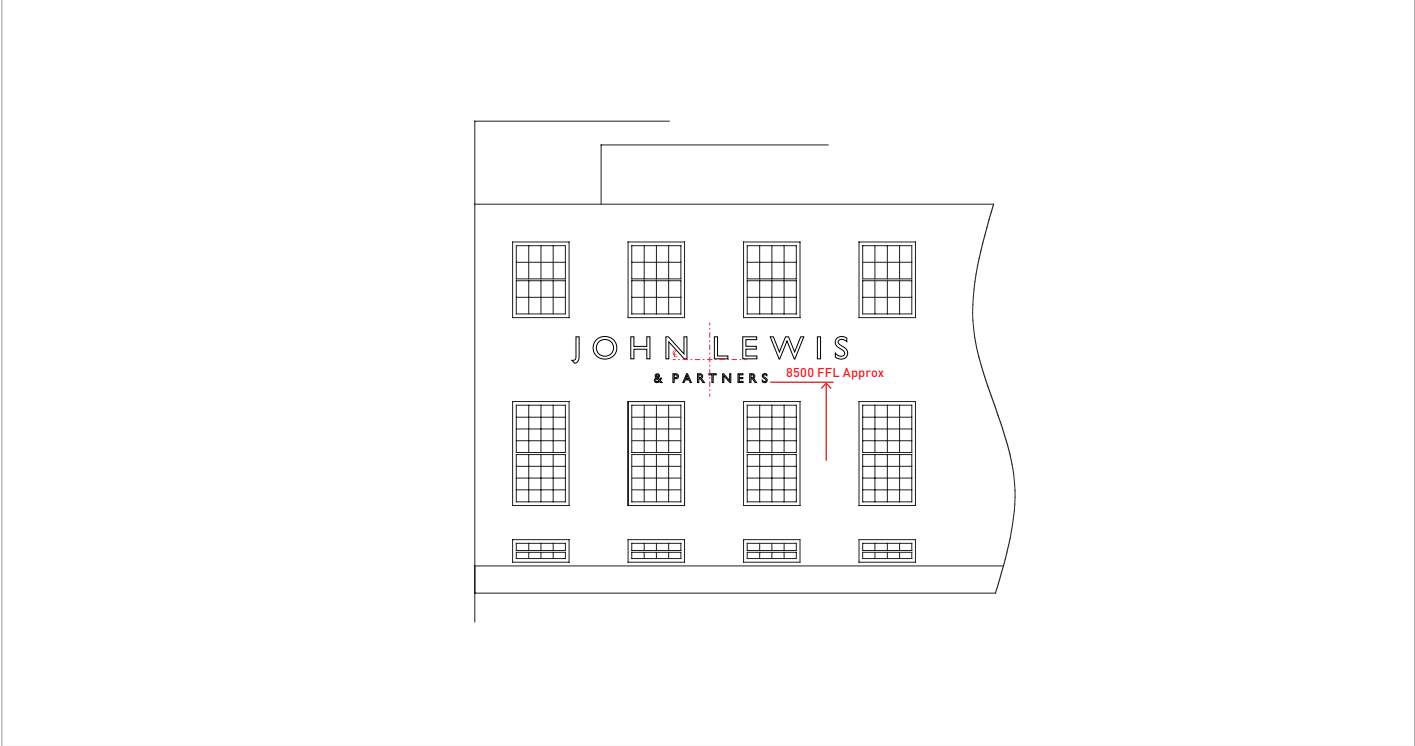
Plan Detail (NTS)



Sign detail (1:50 @ A3)



Elevation detail (1:200 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
1.1

**KEY FEATURES:**  
Internally illuminated white (RAL 9010) fabricated acrylic letters with black (RAL 9005) returns and ali back trays

**DESCRIPTION:**  
Existing letters and rails to be removed and replaced with new sign. Dependent on SE survey, fixed directly to brickwork with no rails. (if needed rails to be colour matched to brickwork)

**DIMENSIONS:**  
See 'Sign detail' diagram  
50mm thickness, max 70mm projection.

**POSITION:**  
Centered between windows as shown on the visual.

**ILLUMINATION:**  
4000k white (RAL 9010) light.  
Continuous Internal illumination.  
600 cd/m2 max.

**ELECTRICAL:**  
Existing supply to be used

**FIXINGS:**  
-

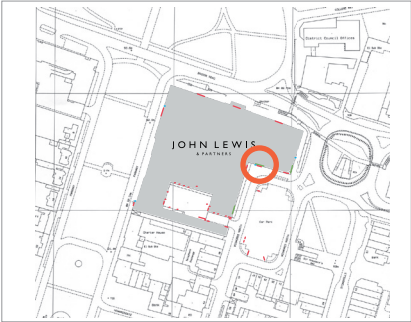
**STRUCTURAL:**  
SE to check if sign can be fixed directly to brickwork

**MAKING GOOD / BUILDING WORKS:**  
Holes in brickwork left by current letters to be patched

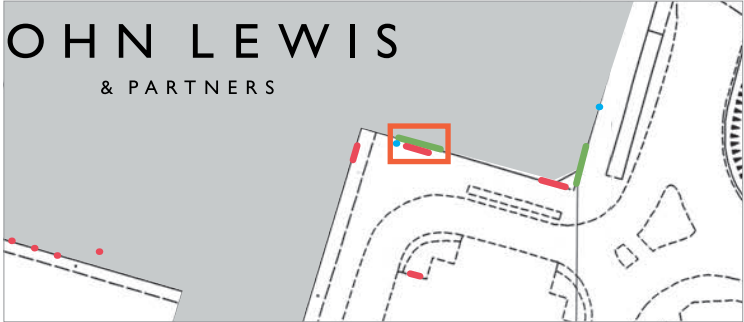
**NOTES:**  
-



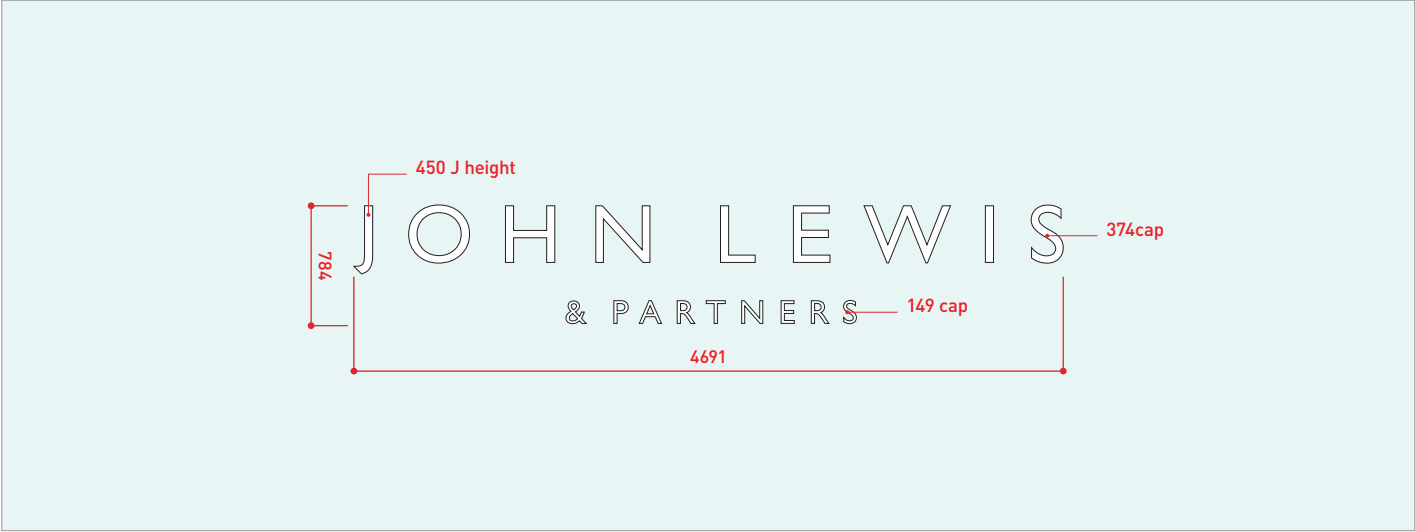
Plan



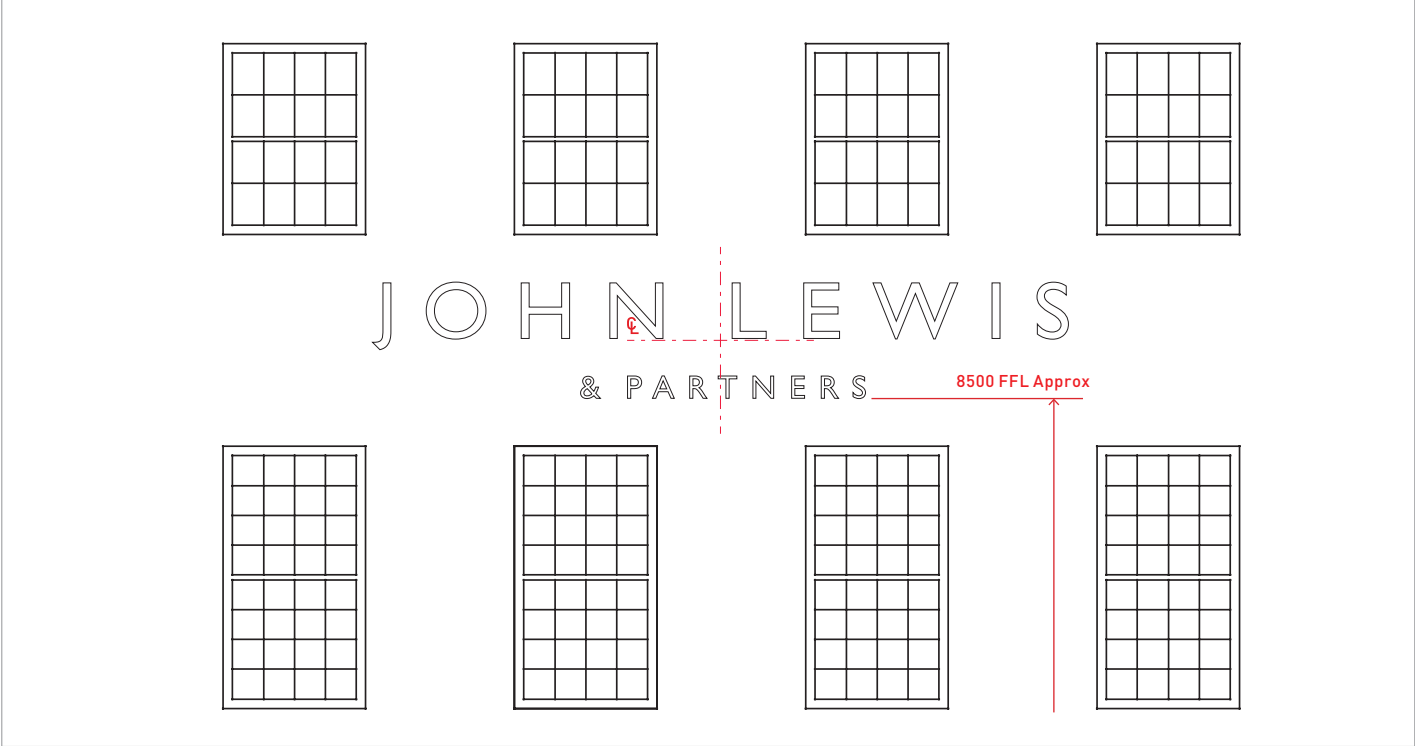
Plan Detail (NTS)



Sign detail (1:50 @ A3)



Elevation detail (1:50 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
1.1

**KEY FEATURES:**  
Internally illuminated white (RAL 9010) fabricated acrylic letters with black (RAL 9005) returns.

**DESCRIPTION:**  
Existing letters and rails to be removed and replaced with new sign. Dependent on SE survey, directly to brickwork with no rails. (if needed rails to be colour matched to brickwork)

**DIMENSIONS:**  
See 'Sign detail' diagram  
35mm thickness, 35mm projection.

**POSITION:**  
Centered between windows as shown in the visual

**ILLUMINATION:**  
4000k white (RAL 9010) light.  
Continuous Internal illumination.  
600 cd/m2 max.

**ELECTRICAL:**  
Existing supply to be used

**FIXINGS:**  
-

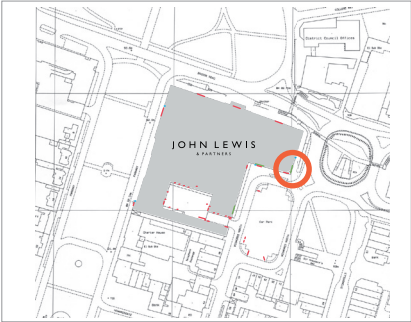
**STRUCTURAL:**  
SE to check if sign can be fixed directly to brickwork

**MAKING GOOD / BUILDING WORKS:**  
Holes in brickwork left by current letters to be patched

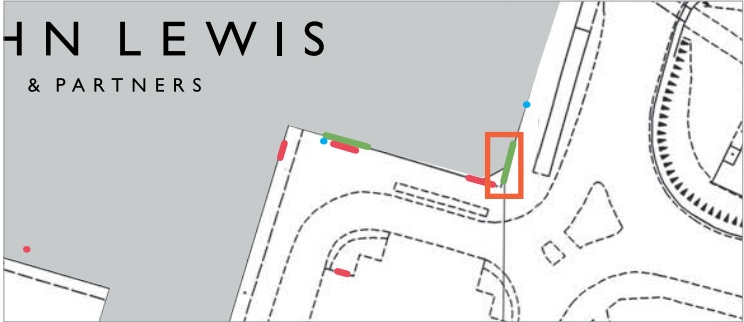
**NOTES:**  
-



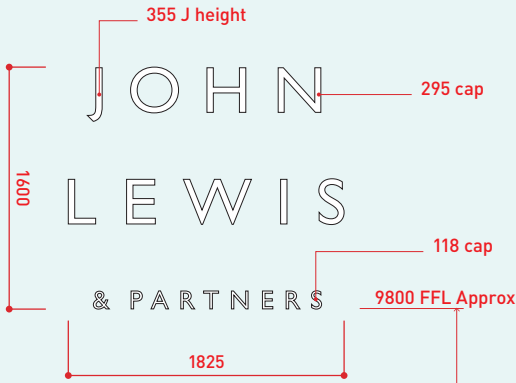
Plan



Plan Detail (NTS)



Sign detail (1:50 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
2.2

**KEY FEATURES:**  
White (RAL 9010) fabricated acrylic triple stack logo with black (RAL 9005) returns.

**DESCRIPTION:**  
Existing letters and rails to be removed and replaced with new sign. Dependent on SE survey, directly to brickwork with no rails. (if needed rails to be colour matched to brickwork)

**DIMENSIONS:**  
See 'Sign detail' diagram  
60mm thickness, max 60mm projection.

**POSITION:**  
To be positioned vertically aligned with the top row of windows and horizontally between the window and edge of the building

**ILLUMINATION:**  
4000k white (RAL 9010) light.  
Continuous Internal illumination.  
600 cd/m2 max.

**ELECTRICAL:**  
Existing supply to be used

**FIXINGS:**  
To be fixed directly to brickwork

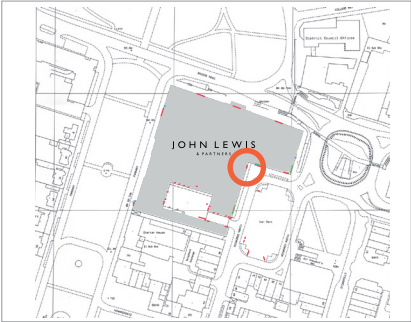
**STRUCTURAL:**  
SE to check if sign can be fixed directly to brickwork

**MAKING GOOD / BUILDING WORKS:**  
Holes in brickwork left by current letters to be patched

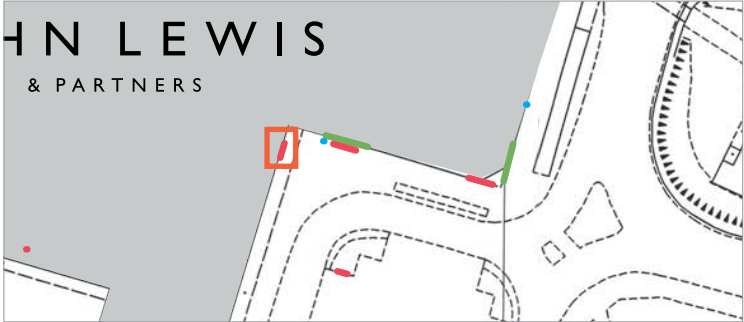
**NOTES:**  
-



Plan



Plan Detail (NTS)



Visual



Sign detail (1:20 @ A3)



Existing sign



**PRODUCT TYPE:**  
**4.2 (modified)**

**KEY FEATURES:**  
Internal internally light box. Entrance ID

**DESCRIPTION:**  
Internal Illuminated fabricated aluminium light box mounted to inside of the glazing with white (RAL 9010) vinyl applied to the outside of the glazing with black (RAL 9005) block out vinyl applied on top with cut out letters.

**DIMENSIONS:**  
See 'Sign detail' diagram  
1mm external vinyl projection.  
100mm depth inside glazing

**POSITION:**  
Centered over the door

**ILLUMINATION:**  
Internal. 4000k white (RAL 9010) light. Continuous Internal illumination. 600 cd/m2 max. When viewed from outside.

Illumination may need to be adjusted to ensure clear visibility through the tinted glazing.

**ELECTRICAL:**  
Use existing supply, routed to new location.

**FIXINGS:**  
SE review required

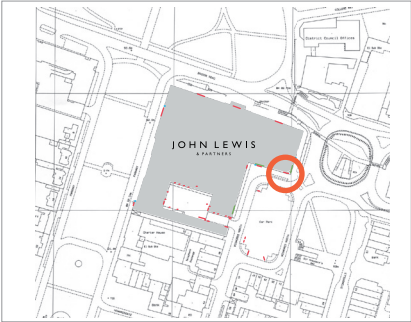
**STRUCTURAL:**  
Vertical elements of the frame to line up with door frames

**MAKING GOOD / BUILDING WORKS:**  
-

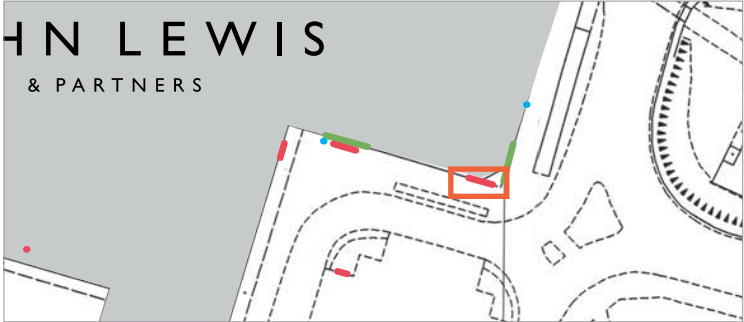
**NOTES:**  
-



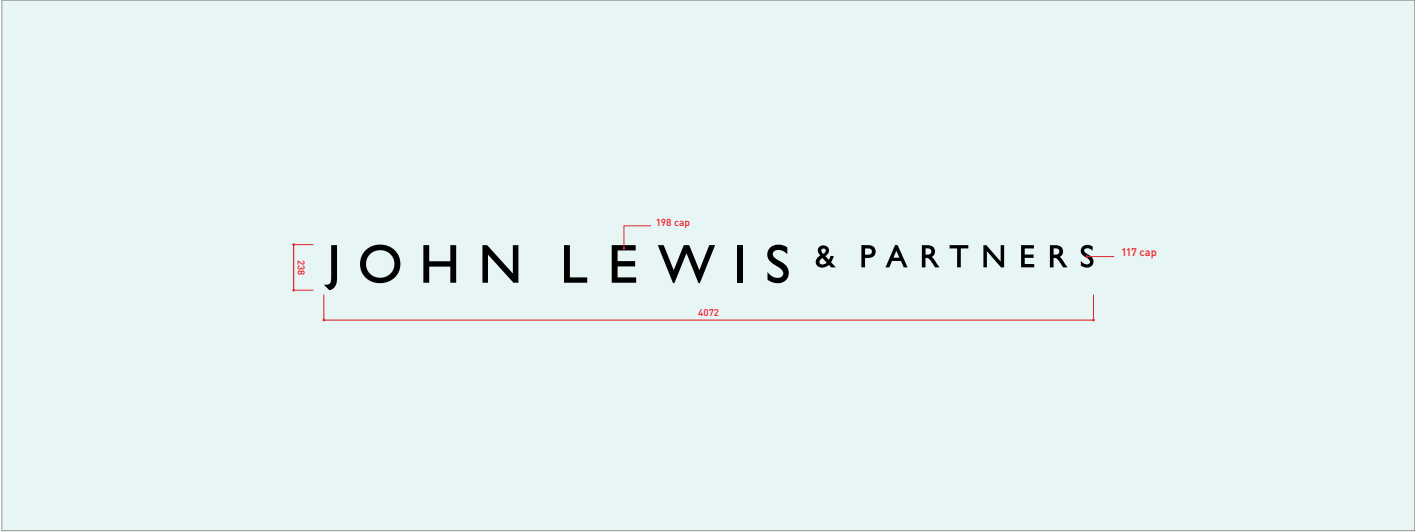
Plan



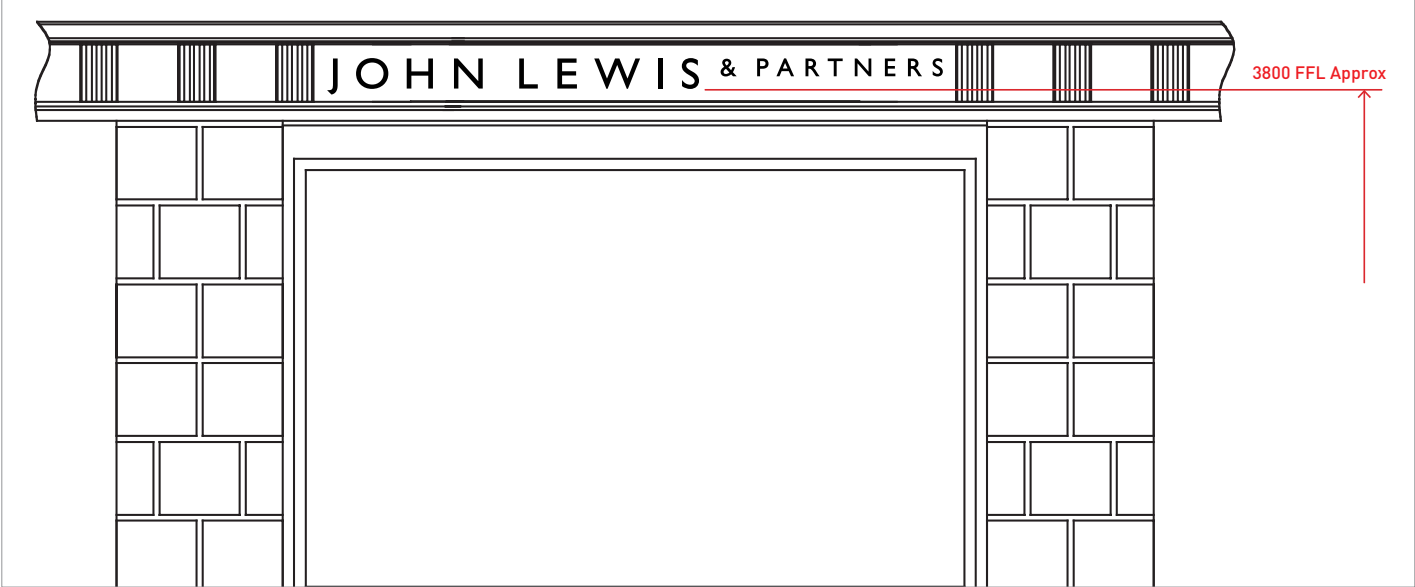
Plan Detail (NTS)



Sign detail (1:40 @ A3)



Elevation detail (1:50 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
1.10

**KEY FEATURES:**  
Canopy fascia black (RAL 9005)  
individual letters

**DESCRIPTION:**  
Externally illuminated Individual  
black (RAL 9005) ali letters applied  
to white (RAL 9010) aluminium  
backing panel that is in line with the  
architecture details.

**DIMENSIONS:**  
See 'Sign detail' diagram  
35mm projection.

**POSITION:**  
Centered on the larger horizontal  
section of the architecture molding

Letters to be centered over the doors

**ILLUMINATION:**  
Externally illuminated, 4000k white  
(RAL 9010) light. Continuous external  
illumination. 600 cd/m2 max.  
Please refer to page 11 for more  
information.

**ELECTRICAL:**  
Existing supply to be used

**FIXINGS:**  
Letters to be fixed to the panel and  
that to be affixed to canopy fascia

**STRUCTURAL:**  
-

**MAKING GOOD / BUILDING WORKS:**  
Removal of some vertical battening  
may be required to fit the wider  
panel.

Area of application to be cleaned and  
made good before installation

**NOTES:**  
-

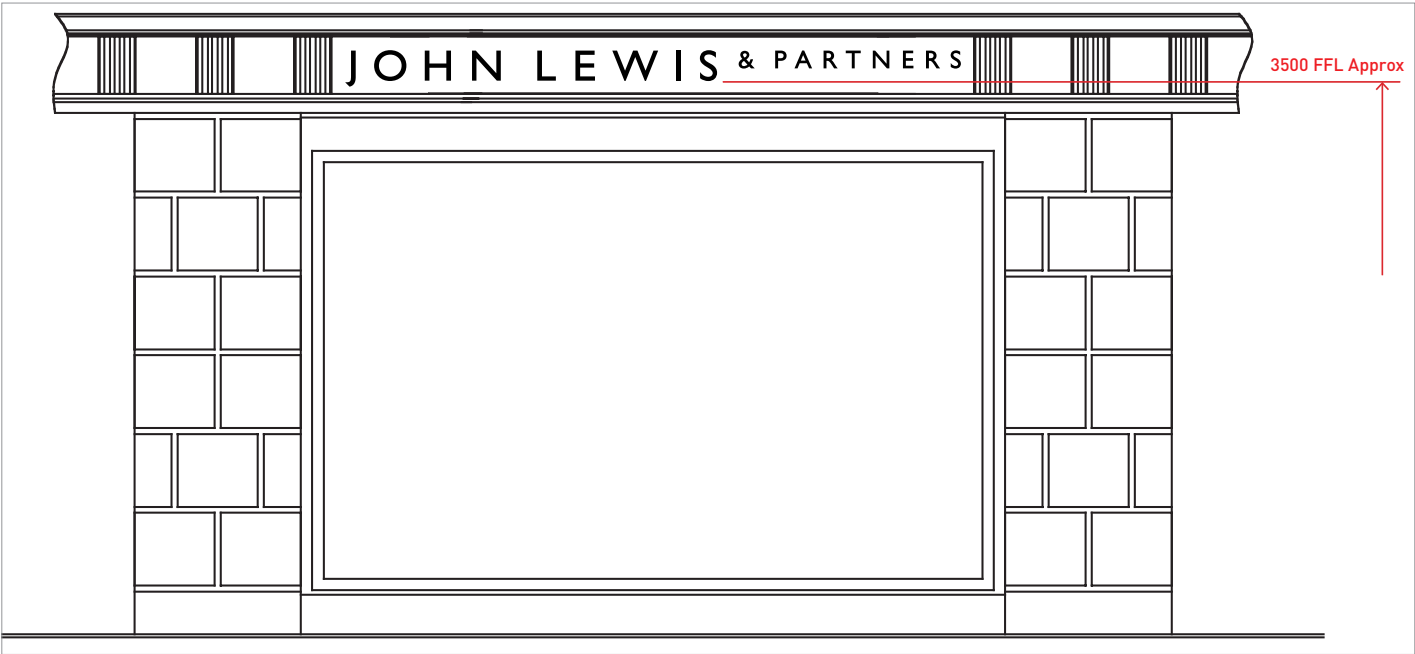


Visual -: externally illuminated



**Agreed proposed lighting option:**  
PRODUCT CODE: 1.10  
There is an opportunity because of the shape of the molding of the fascia to install an LED lighting strip above the sign and externally illuminate it. This will reduce the cost as the letters will have no LEDs within them.

**ILLUMINATION:**  
Externally illuminated using LED strip positioned in moulding above the sign. 4000k white (RAL 9010) light. Continuous external illumination. 600 cd/m2 max.  
Elevation detail (1:50 @ A3)



Existing sign molding detail - light to be concealed in dashed red area.



Existing sign



**LIGHTING FOR SIGNS ON THE FACIA BAND**

WE-0037-CL-A1-06,  
WE-0037-CL-A1-07,  
WE-0037-CL-A1-09,  
WE-0037-CL-A1-10.

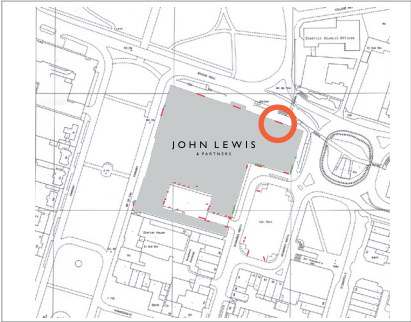
Client:	John Lewis	Revision:	2.2
Project:	Project B	Date:	30.10.2019
Document:	External sign scheme - WELWYN	Reference:	WE-0037-01

Lighting for fascia band signs

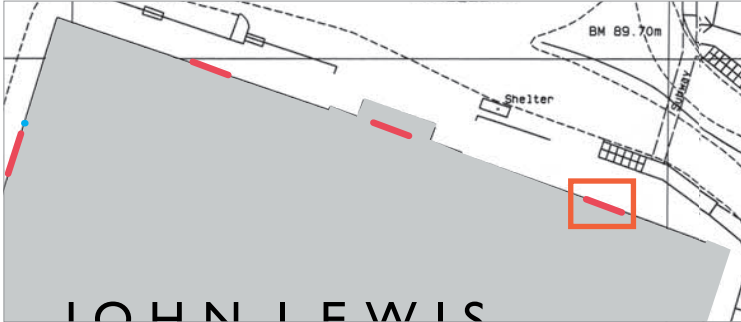
For signs WE-0037-CL-A1-06,07,09,10  
on the fascia band



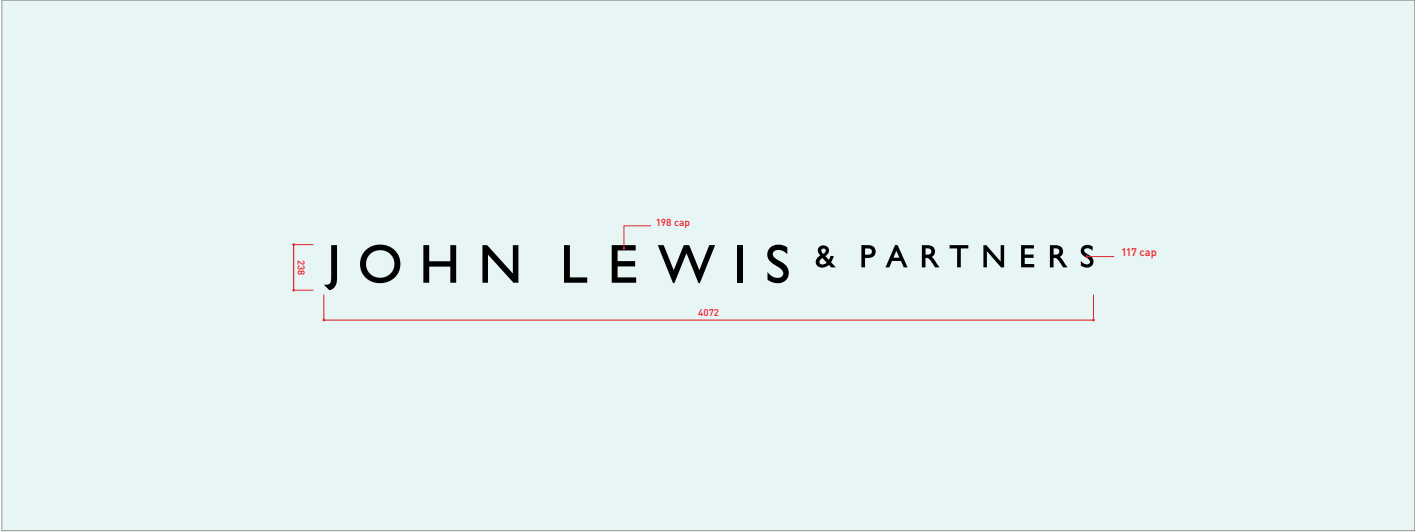
Plan



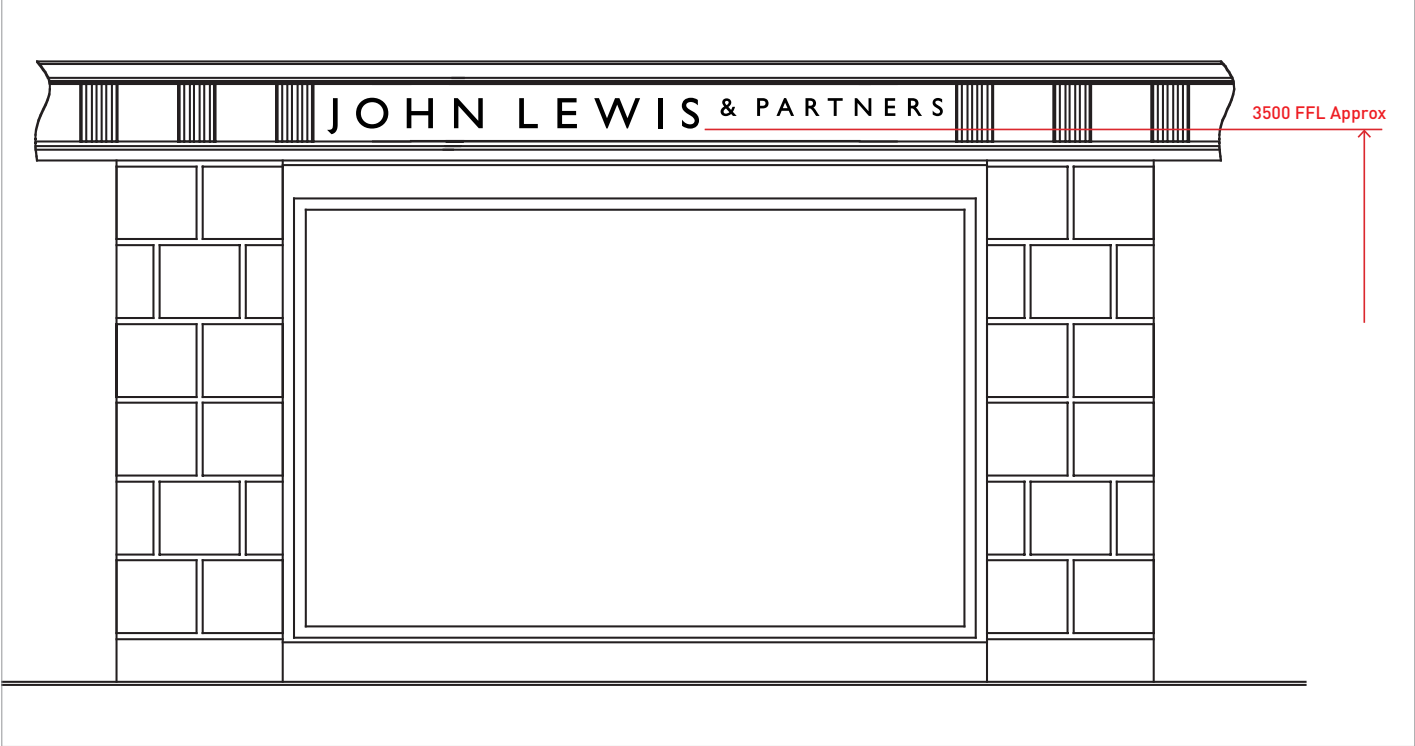
Plan Detail (NTS)



Sign detail (1:40 @ A3)



Elevation detail (1:50 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
1.10

**KEY FEATURES:**  
Canopy fascia black (RAL 9005)  
individual letters

**DESCRIPTION:**  
Externally illuminated Individual  
black (RAL 9005) ali letters applied  
to white (RAL 9010) aluminium  
backing panel that is in line with the  
architecture details.

**DIMENSIONS:**  
See 'Sign detail' diagram  
35mm projection.

**POSITION:**  
Centered on the larger horizontal  
section of the architecture molding

Letters to be centered over the doors

**ILLUMINATION:**  
Externally illuminated, 4000k white  
(RAL 9010) light. Continuous external  
illumination. 600 cd/m2 max.  
Please refer to page 11 for more  
information.

**ELECTRICAL:**  
Existing supply to be used

**FIXINGS:**  
Letters to be fixed to the panel and  
that to be affixed to canopy fascia

**STRUCTURAL:**  
-

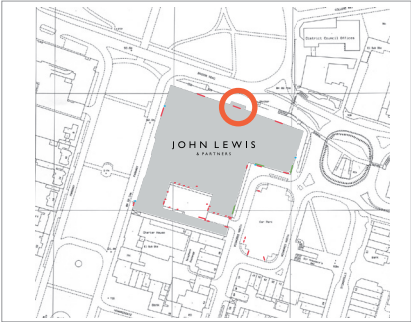
**MAKING GOOD / BUILDING WORKS:**  
Removal of some vertical battening  
may be required to fit the wider  
panel.

Area of application to be cleaned and  
made good before installation

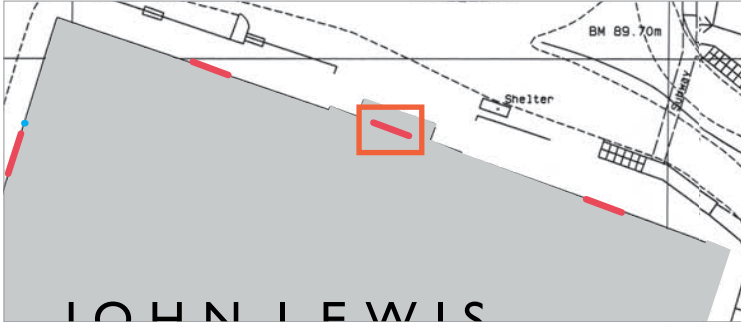
**NOTES:**  
-



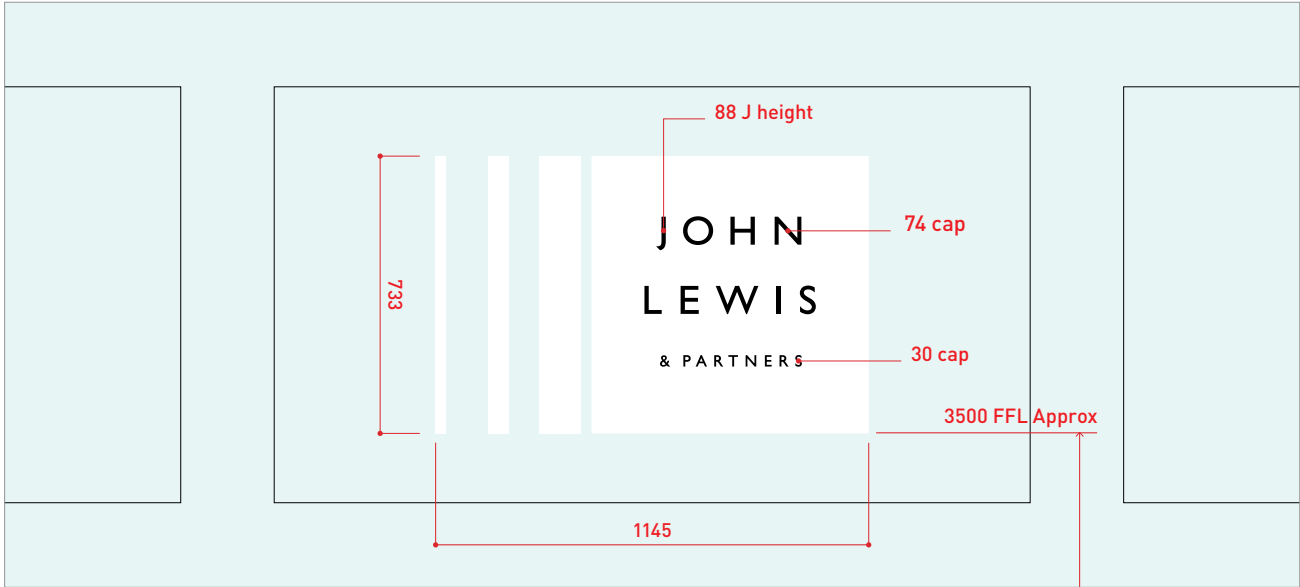
Plan



Plan Detail (NTS)



Sign detail (1:50 @ A3)



Existing sign



Visual



Existing sign



**PRODUCT TYPE:**  
2.2

**KEY FEATURES:**  
White (RAL 9010) brand lines  
entrance ID

**DESCRIPTION:**  
Fabricated white (RAL 9010)  
acrylic brand lines with black (RAL  
9005) returns attached directly to  
brickwork

**DIMENSIONS:**  
See 'Sign detail' diagram  
35mm projection.

**POSITION:**  
To be centered on central brick area

**ILLUMINATION:**  
4000k white (RAL 9010) light.  
Continuous Internal illumination.  
600 cd/m2 max.

**ELECTRICAL:**  
New supply needed

**FIXINGS:**  
Mechanical fixed directly in to  
brickwork

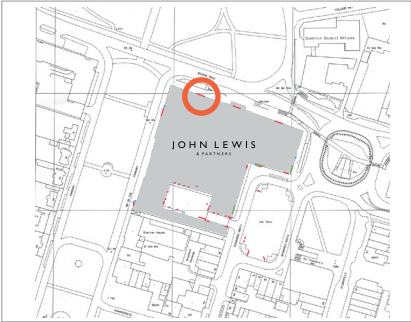
**STRUCTURAL:**  
-

**MAKING GOOD / BUILDING WORKS:**  
-

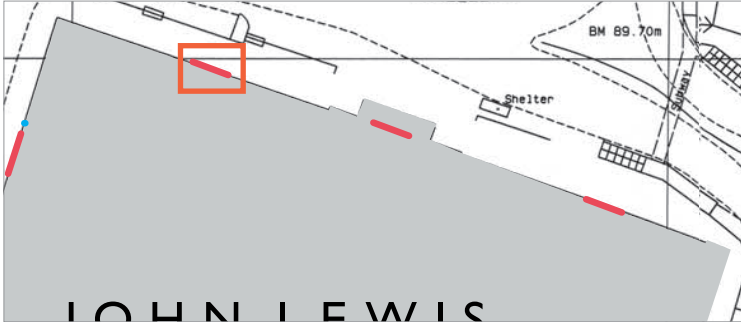
**NOTES:**  
-



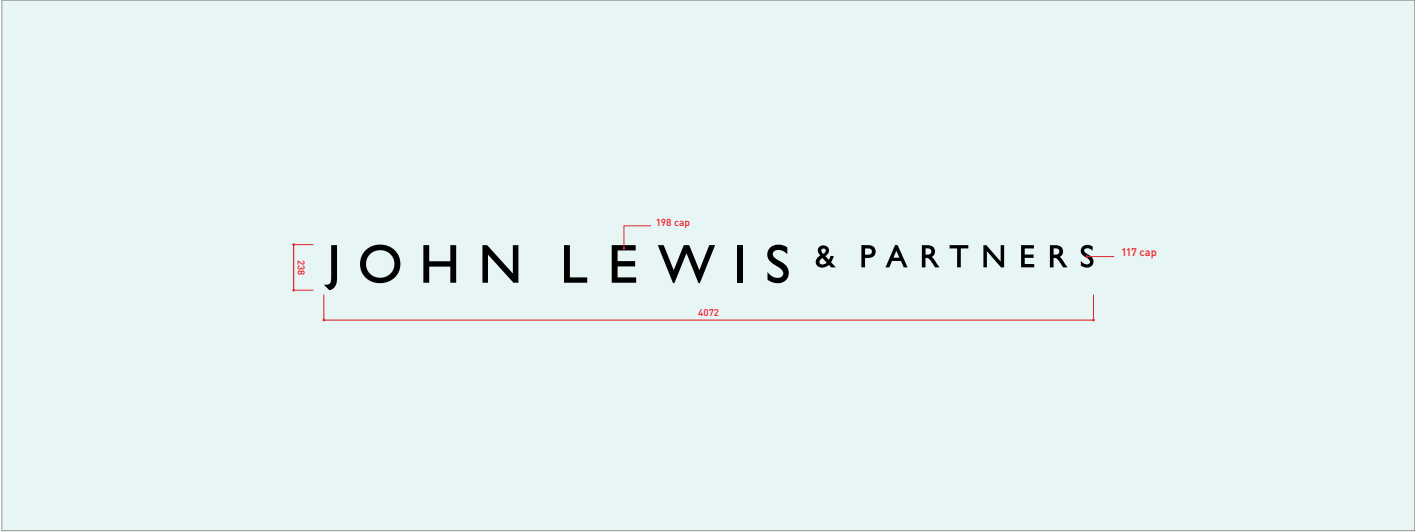
Plan



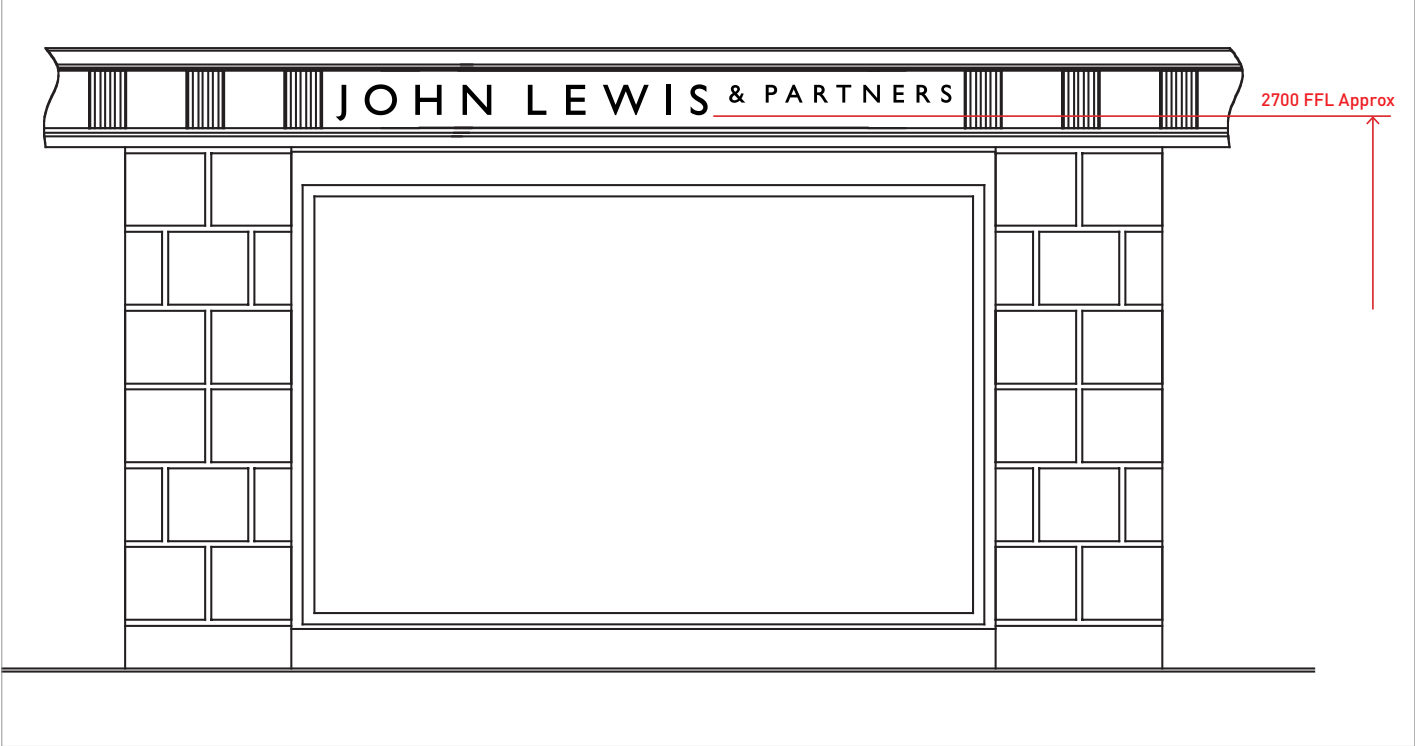
Plan Detail (NTS)



Sign detail (1:40 @ A3)



Elevation detail (1:50 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
1.10

**KEY FEATURES:**  
Canopy fascia black (RAL 9005)  
individual letters

**DESCRIPTION:**  
Externally illuminated Individual  
black (RAL 9005) ali letters applied  
to white (RAL 9010) aluminium  
backing panel that is in line with the  
architecture details.

**DIMENSIONS:**  
See 'Sign detail' diagram  
35mm projection.

**POSITION:**  
Centered on the larger horizontal  
section of the architecture molding

Letters to be centered over the doors

**ILLUMINATION:**  
Externally illuminated, 4000k white  
(RAL 9010) light. Continuous external  
illumination. 600 cd/m2 max.  
Please refer to page 11 for more  
information.

**ELECTRICAL:**  
Existing supply to be used

**FIXINGS:**  
Letters to be fixed to the panel and  
that to be affixed to canopy fascia

**STRUCTURAL:**  
-

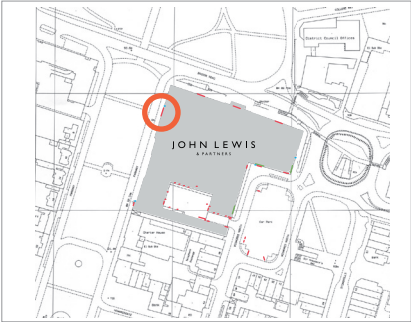
**MAKING GOOD / BUILDING WORKS:**  
Removal of some vertical battening  
may be required to fit the wider  
panel.

Area of application to be cleaned and  
made good before installation

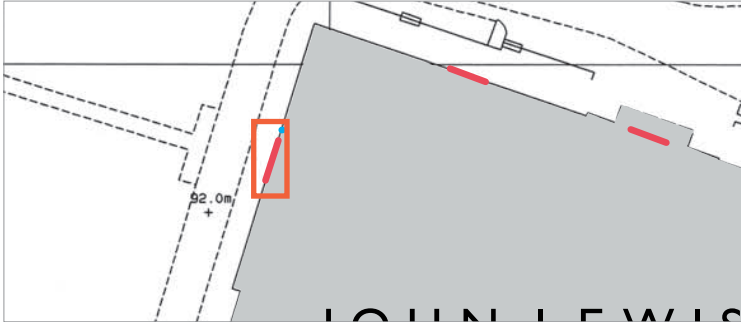
**NOTES:**  
-



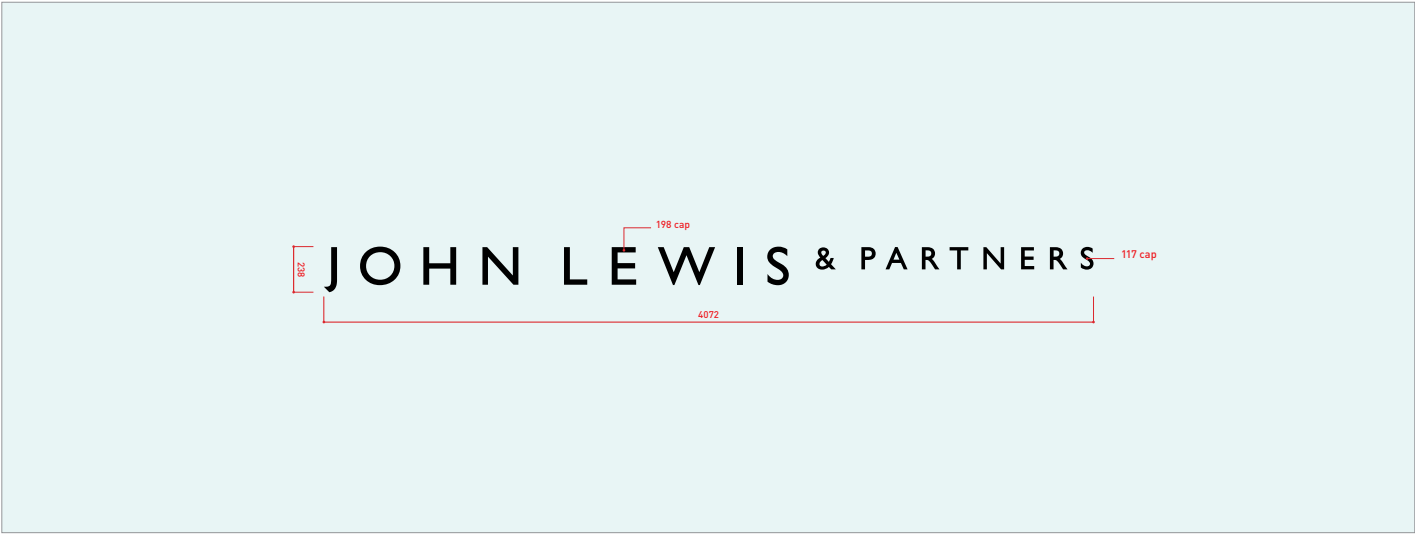
Plan



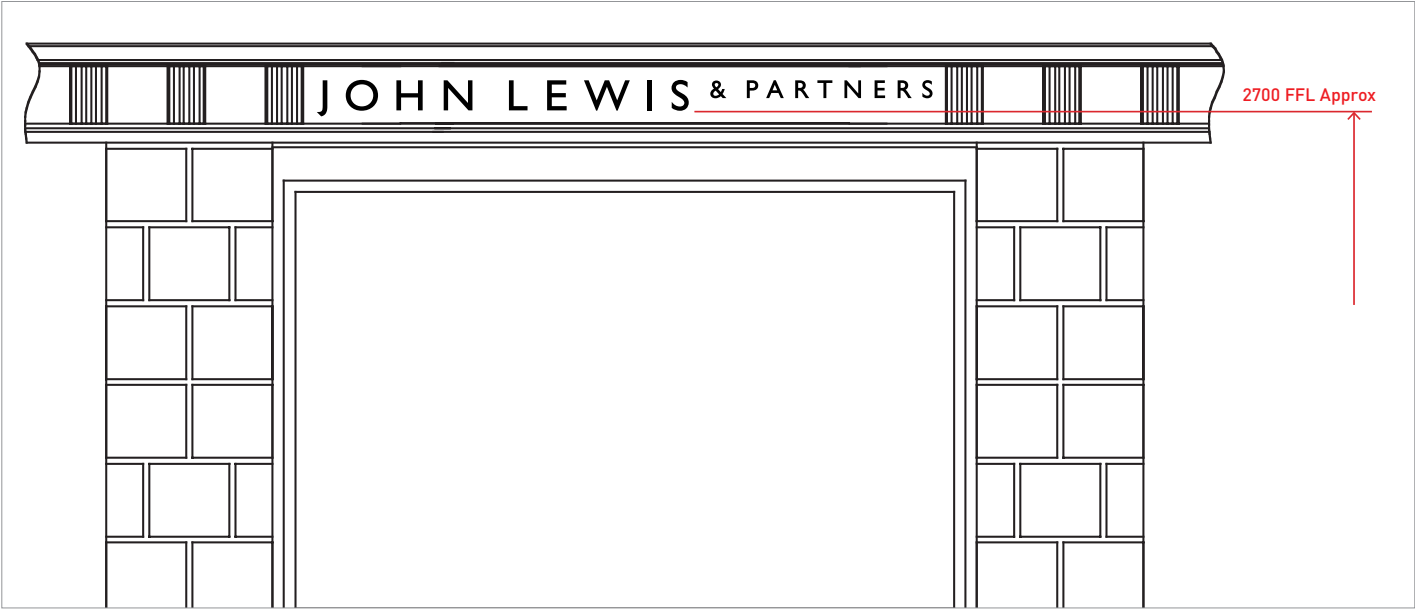
Plan Detail (NTS)



Sign detail (1:40 @ A3)



Elevation detail (1:50 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
1.10

**KEY FEATURES:**  
Canopy fascia black (RAL 9005)  
individual letters

**DESCRIPTION:**  
Externally illuminated Individual  
black (RAL 9005) ali letters applied  
to white (RAL 9010) aluminium  
backing panel that is in line with the  
architecture details.

**DIMENSIONS:**  
See 'Sign detail' diagram  
35mm projection.

**POSITION:**  
Centered on the larger horizontal  
section of the architecture molding

Letters to be centered over the doors

**ILLUMINATION:**  
Externally illuminated, 4000k white  
(RAL 9010) light. Continuous external  
illumination. 600 cd/m2 max.  
Please refer to page 11 for more  
information.

**ELECTRICAL:**  
Existing supply to be used

**FIXINGS:**  
Letters to be fixed to the panel and  
that to be affixed to canopy fascia

**STRUCTURAL:**  
-

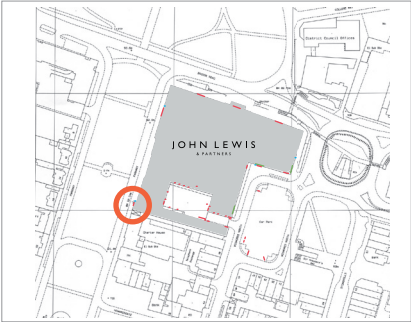
**MAKING GOOD / BUILDING WORKS:**  
Removal of some vertical battening  
may be required to fit the wider  
panel.

Area of application to be cleaned and  
made good before installation

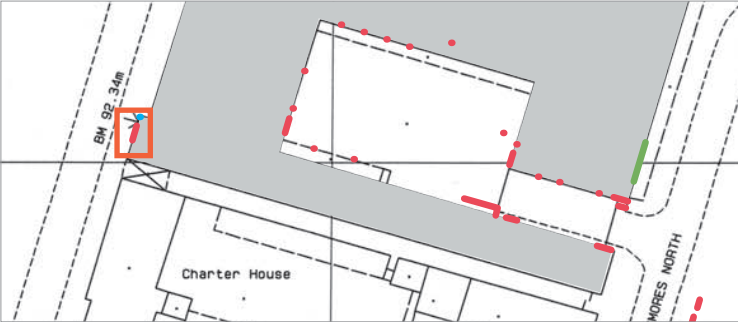
**NOTES:**  
-



Plan



Plan Detail (NTS)



Sign detail (1:20 @ A3)



Elevation detail (1:50 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
**4.2 (modified)**

**KEY FEATURES:**  
Internal internally light box. Entrance ID

**DESCRIPTION:**  
Internal Illuminated fabricated aluminium light box with white (RAL 9010) vinyl applied to the outside of the glazing with black (RAL 9005) block out vinyl applied on top with cut out letters.

**DIMENSIONS:**  
See 'Sign detail' diagram  
1mm external vinyl projection.  
100mm depth inside glazing

**POSITION:**  
Centered over the door

**ILLUMINATION:**  
Internal. 4000k white (RAL 9010) light. Continuous Internal illumination. 600 cd/m2 max. When viewed from outside.

Illumination may need to be adjusted to ensure clear visibility through the tinted glazing.

**ELECTRICAL:**  
Use existing supply, routed to new location.

**FIXINGS:**  
SE review required

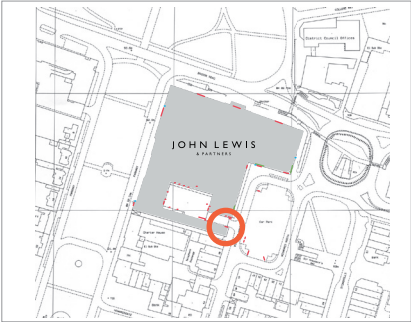
**STRUCTURAL:**  
Vertical elements of the frame to line up with door frames

**MAKING GOOD / BUILDING WORKS:**  
-

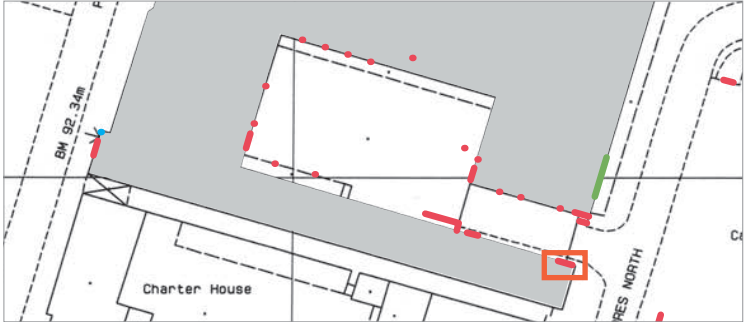
**NOTES:**  
Will need to be illuminated at all time during open hours



Plan



Plan Detail (NTS)



Sign detail (1:20 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
7.5

**KEY FEATURES:**  
Wall mounted directional

**DESCRIPTION:**  
Existing wall mounted panel sign to be replaced using a new painted aluminium panel. Graphics to be black (RAL 9005) with white (RAL 9010) vinyl text.

**DIMENSIONS:**  
See 'Sign detail' diagram  
Max 25mm projection.

**POSITION:**  
To be positioned as existing sign

**ILLUMINATION:**  
-

**ELECTRICAL:**  
-

**FIXINGS:**  
Mechanical fixed directly to brickwork.

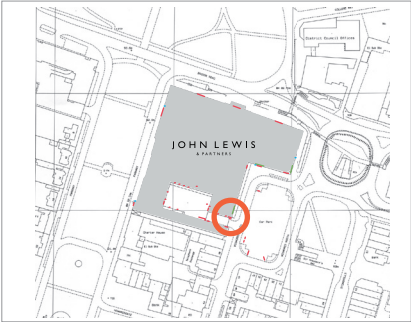
**STRUCTURAL:**  
-

**MAKING GOOD / BUILDING WORKS:**  
-

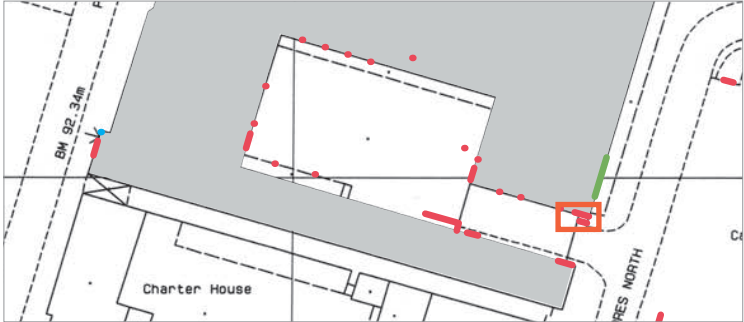
**NOTES:**  
-



Plan



Plan Detail (NTS)



Sign detail (1:20 @ A3)



Visual



Existing sign



**PRODUCT TYPE:**  
7.5

**KEY FEATURES:**  
Wall mounted directional

**DESCRIPTION:**  
Existing wall mounted panel sign to be replaced using a new painted aluminium panel. Graphics to be black (RAL 9005) with white (RAL 9010) vinyl text.

**DIMENSIONS:**  
See 'Sign detail' diagram  
Max 25mm projection.

**POSITION:**  
To be positioned as existing sign

**ILLUMINATION:**  
-

**ELECTRICAL:**  
-

**FIXINGS:**  
Mechanical fixed directly to brickwork.

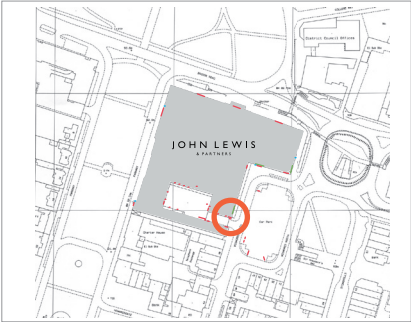
**STRUCTURAL:**  
-

**MAKING GOOD / BUILDING WORKS:**  
-

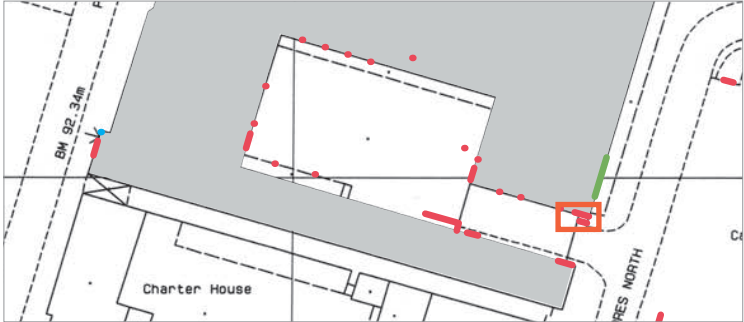
**NOTES:**  
-



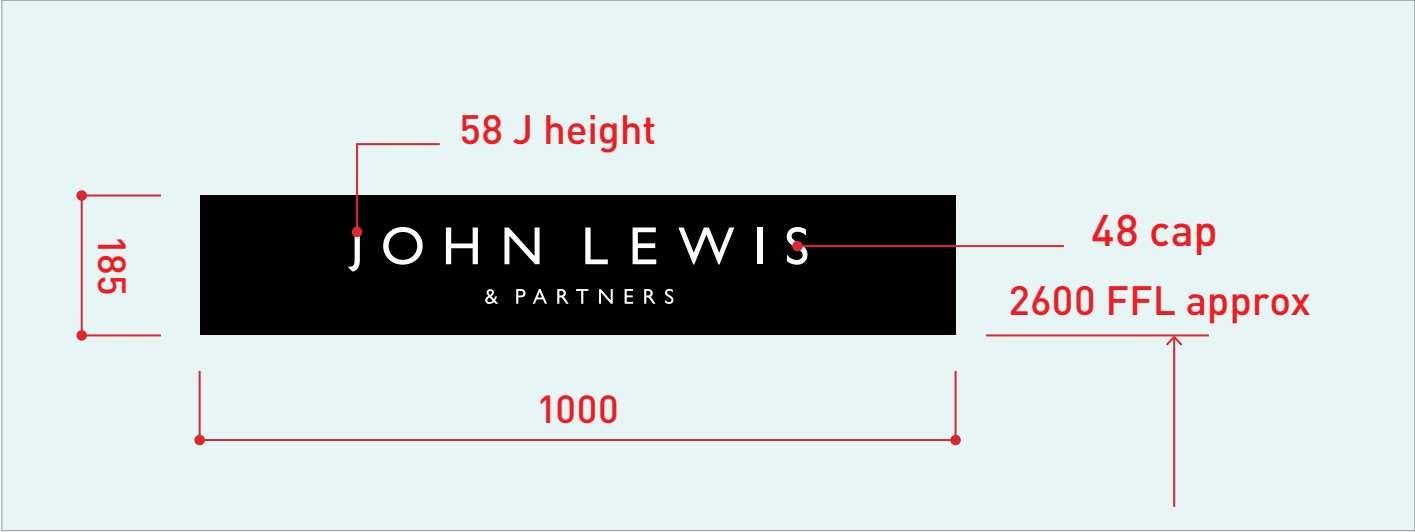
Plan



Plan Detail (NTS)



Sign detail (1:10 @ A3)



Visual



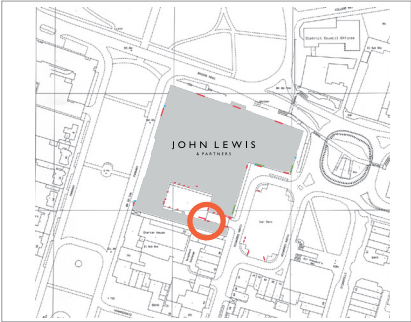
Existing sign



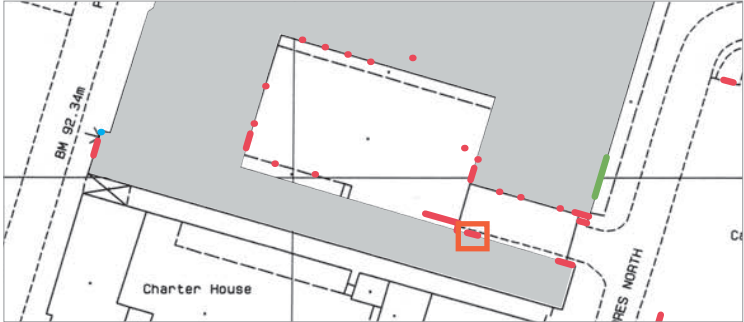
- PRODUCT TYPE:**  
7.7
- KEY FEATURES:**  
Logo topper
- DESCRIPTION:**  
Existing logo to be removed and a new vinyl graphic to be applied in the same location
- DIMENSIONS:**  
See 'Sign detail' diagram  
1mm deep.
- POSITION:**  
To be positioned as existing sign
- ILLUMINATION:**  
-
- ELECTRICAL:**  
-
- FIXINGS:**  
-
- STRUCTURAL:**  
-
- MAKING GOOD / BUILDING WORKS:**  
-
- NOTES:**  
-



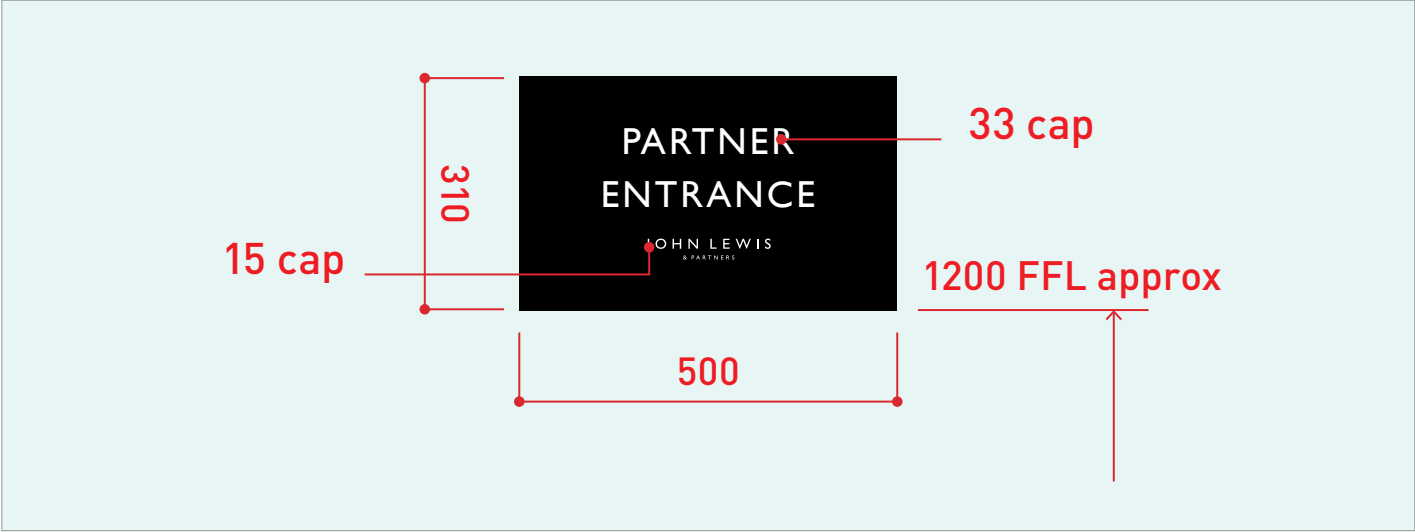
Plan



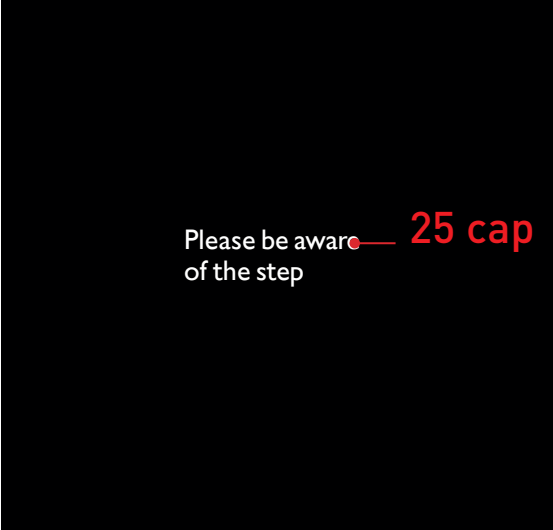
Plan Detail (NTS)



Sign detail (1:10 @ A3)



Text on door (1:10 @ A3)



Visual



Existing sign



- PRODUCT TYPE:**  
7.5
- KEY FEATURES:**  
New partner entrance ID,
- DESCRIPTION:**  
Existing vinyl letters to be removed from the door. Door to be painted black (RAL 9005).  
  
New painted aluminium panel. Graphics to be black (RAL 9005) with white (RAL 9010) vinyl text.
- DIMENSIONS:**  
See 'Sign detail' diagram  
Max 25mm projection.
- POSITION:**  
To be aligned to bricks
- ILLUMINATION:**  
-
- ELECTRICAL:**  
-
- FIXINGS:**  
Sign to be fixed directly to the brickwork
- STRUCTURAL:**  
-
- MAKING GOOD / BUILDING WORKS:**  
Door to be cleaned and all text removed, door then painted black (RAL 9005)
- NOTES:**  
Door to have new white (RAL 9010) vinyl text as shown. 1mm projection.